

## ORDER



KLAS

Todd Berry

K-PHI

National

Orders Order / Rev: 37174  
Alt Order #: 08859156  
Product Desc: AFSCME / ISSUE  
Estimate:  
Flight Dates: 09/05/12 - 09/25/12  
Original Date / Rev: 09/04/12 / 09/04/12  
Order Type: GENERAL

Primary AE:  
Sales Office:  
Sales Region:

Agency Name: Campaign Group  
Buying Contact:  
Billing Contact:  
1600 Locust Street  
Philadelphia, PA 19103

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: AFSCME - IS  
Demographic: A35+  
Product Codes: PO4  
Priority: LV1  
Revenue Codes: AGY, POL, ISS

New Business Thru: 04/10/08  
Order Separation: 00:10:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	125	\$155,365.00	\$132,060.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	125	\$155,365.00	\$132,060.25	0.00
Totals	125	\$155,365.00	\$132,060.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Berry			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	26%	\$155,365.00
Market	100%	\$597,557.69

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	13%	\$77,682.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	33%	\$197,194.04
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/05/12	09/25/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	5	\$750.00	LV1	0.00	NM	14	\$10,500.00
Live With Regis & Kelly															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/05/12	09/11/12	MTWTF--	5	\$750.00	0.00										
Week: 09/12/12	09/18/12	MTWTF--	5	\$750.00	0.00										
Week: 09/19/12	09/25/12	MTWTF--	4	\$750.00	0.00										
E 2	8	09/05/12	09/25/12		CM	12-1230p	MTWTF--	:30	5	\$750.00	LV1	0.00	NM	13	\$9,750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now Noon M-F										
				8 News Now Noon M-F										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/05/12	09/11/12		MTWTF--				5	\$750.00		0.00			
Week:	09/12/12	09/18/12		MTWTF--				5	\$750.00		0.00			
Week:	09/19/12	09/25/12		MTWTF--				3	\$750.00		0.00			
E 3	8	09/05/12	09/25/12	8 News Now 4p M-F	CM	4-5p		MTWTF--	:30	3	\$1,100.00	LV1	0.00	NM
				8 News Now 4p M-F										
				NEWS										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/05/12	09/11/12		MTWTF--				3	\$1,100.00		0.00			
Week:	09/12/12	09/18/12		MTWTF--				3	\$1,100.00		0.00			
Week:	09/19/12	09/25/12		MTWTF--				3	\$1,100.00		0.00			
E 4	8	09/05/12	09/25/12	8 News Now 5-630p M-PCM		5-630p		MTWTF--	:30	3	\$1,300.00	LV1	0.00	NM
				8 News Now 5-630p M-F										
				NEWS										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12		--WTF--				3	\$1,300.00		0.00			
Week:	09/10/12	09/16/12		MTWTF--				3	\$1,300.00		0.00			
Week:	09/17/12	09/23/12		MTWTF--				1	\$1,300.00		0.00			
Week:	09/24/12	09/30/12		MT-----				2	\$1,300.00		0.00			
E 5	8	09/08/12	09/22/12	8 News Now Sat 5-7p	CM	5-7p		-----S-	:30	1	\$700.00	LV1	0.00	NM
				8 News Now Sat 5-7p										
				NEWS										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12		----S-				1	\$700.00		0.00			
Week:	09/10/12	09/16/12		----S-				1	\$700.00		0.00			
Week:	09/17/12	09/23/12		----S-				1	\$700.00		0.00			
E 6	8	09/16/12	09/23/12	8 News Now Sun 5-7p	CM	4-430p, 630-7p		-----S	:30	1	\$1,200.00	LV1	0.00	NM
				8 News Now Sun		(4:00 PM-4:30 PM)								
				NEWS AFTER FOOTBALL										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/10/12	09/16/12		-----S				1	\$1,200.00		0.00			
Week:	09/17/12	09/23/12		-----				0	\$0.00		0.00			
E 8	8	09/05/12	09/25/12	7-8p Rotator	CM	7-8p		MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM
				7-8p Rotator										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12		--WTF--				1	\$1,200.00		0.00			
Week:	09/10/12	09/16/12		MTWTF--				1	\$1,200.00		0.00			
Week:	09/17/12	09/23/12		MTWTF--				3	\$1,200.00		0.00			
Week:	09/24/12	09/30/12		MT-----				3	\$1,200.00		0.00			
E 9	8	09/25/12	09/25/12	Tue 10-11p	CM	10-11p		-T-----	:30	1	\$7,500.00	LV1	0.00	NM
				Vegas										
				VEGAS										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-T-----				1	\$7,500.00		0.00			
E 10	8	09/22/12	09/22/12	Sat Prime Special	CM	8-10p		-----S-	:30	1	\$3,000.00	LV1	0.00	NM
				KLAS Movie: Dick										
				CRIMETIME										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-----S-				1	\$3,000.00		0.00			
E 11	8	09/05/12	09/25/12	8 News Now 11p M-F	CM	11-1135p		MTWTF--	:30	3	\$1,900.00	LV1	0.00	NM
				8 News Now 11p M-F										
				NEWS										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/05/12	09/11/12		MTWTF--				3	\$1,900.00		0.00			
Week:	09/12/12	09/18/12		MTWTF--				3	\$1,900.00		0.00			
Week:	09/19/12	09/25/12		MTWTF--				3	\$1,900.00		0.00			
E 12	8	09/08/12	09/22/12	8 News Now Sat 11p	CM	11-1135p		-----S-	:30	1	\$900.00	LV1	0.00	NM
				8 News Now Sat 11p										
				NEWS										
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12		-T-----				1	\$900.00		0.00			

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E 12	8	09/08/12	09/22/12	8 News Now Sat 11p	CM	11-1135p	-----S-	:30	1	\$900.00	LV1	0.00	NM	3	\$2,700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$900.00		0.00			
		Week: 09/17/12	09/23/12	-----S-		1				\$900.00		0.00			
E 13	8	09/05/12	09/25/12	Letterman Letterman	CM	1135p-1237a	MTWTF--	:30	3	\$750.00	LV1	0.00	NM	9	\$6,750.00
<b>LETTERMAN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3				\$750.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF--		5				\$750.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
		Week: 09/24/12	09/30/12	MT-----		1				\$750.00		0.00			
E 14	8	09/05/12	09/25/12	Craig Ferguson Craig Ferguson	CM	1237a-137a	MTWTF--	:30	3	\$350.00	LV1	0.00	NM	9	\$3,150.00
<b>LATE LATE SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/12	09/11/12	MTWTF--		3				\$350.00		0.00			
		Week: 09/12/12	09/18/12	MTWTF--		3				\$350.00		0.00			
		Week: 09/19/12	09/25/12	MTWTF--		3				\$350.00		0.00			
E 15	8	09/05/12	09/25/12	137-237a M-F Nate Berkus Elec Playground/ET	CM	137-237a	MTWTF--	:30	3	\$85.00	LV1	0.00	NM	9	\$765.00
<b>NATE BERKUS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/12	09/11/12	MTWTF--		3				\$85.00		0.00			
		Week: 09/12/12	09/18/12	MTWTF--		3				\$85.00		0.00			
		Week: 09/19/12	09/25/12	MTWTF--		3				\$85.00		0.00			
E 16	8	09/08/12	09/22/12	Sat 1135p-1235a The UQOM Private Practice	CM	1135p-1235a	-----S-	:30	1	\$250.00	LV1	0.00	NM	3	\$750.00
<b>PRIVATE PRACTICE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$250.00		0.00			
		Week: 09/10/12	09/16/12	-----S-		1				\$250.00		0.00			
		Week: 09/17/12	09/23/12	-----S-		1				\$250.00		0.00			
E 17	8	09/05/12	09/25/12	CBS This Morning 7-9a CM CBS This Morning	CM	7-9a	MTWTF--	:30	2	\$800.00	LV1	0.00	NM	6	\$4,800.00
<b>CBS THIS MORNING</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/12	09/11/12	MTWTF--		2				\$800.00		0.00			
		Week: 09/12/12	09/18/12	MTWTF--		2				\$800.00		0.00			
		Week: 09/19/12	09/25/12	MTWTF--		2				\$800.00		0.00			
E 18	8	09/05/12	09/25/12	Ellen Ellen	CM	3-4p	MTWTF--	:30	3	\$900.00	LV1	0.00	NM	9	\$8,100.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/12	09/11/12	MTWTF--		3				\$900.00		0.00			
		Week: 09/12/12	09/18/12	MTWTF--		3				\$900.00		0.00			
		Week: 09/19/12	09/25/12	MTWTF--		3				\$900.00		0.00			
E 19	8	09/13/12	09/13/12	Thu 10-11p Person Of Interest	CM	10-11p	---T---	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
<b>PERSON OF INTREST</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---		1				\$7,500.00		0.00			
E 20	8	09/23/12	09/23/12	Sun 9-10p The Good Wife	CM	9-10p	-----S	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
<b>THE GOOD WIFE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$8,500.00		0.00			
N 22	8	09/08/12	09/22/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$500.00	LV1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$500.00		0.00			

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N22	8	09/08/12	09/22/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$500.00	LV1	0.00	NM	3	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12		09/09/12		-----S-		1	\$500.00		0.00						
Week: 09/10/12		09/16/12		-----S-		1	\$500.00		0.00						
Week: 09/17/12		09/23/12		-----S-		1	\$500.00		0.00						
N23	8	09/09/12	09/16/12	CBS News Sunday Morn@M CBS News Sunday Morning	CM	CBS Sunday Morni-----S		:30	1	\$1,500.00	LV1	0.00	NM	2	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12		09/09/12		-----S		1	\$1,500.00		0.00						
Week: 09/10/12		09/16/12		-----S		1	\$1,500.00		0.00						
N24	8	09/25/12	09/25/12	Tue 8-9p NCIS	CM	8-9p	-T-----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12		09/30/12		-T-----		1	\$18,000.00		0.00						
N25	8	09/12/12	09/12/12	Wed 9-10p Criminal Minds	CM	9-10p	--W----	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12		09/16/12		--W----		1	\$7,500.00		0.00						

Totals 125 \$155,365.00